



Job Description: Manager, Health Education

Position Overview: We are seeking a passionate and skilled Manager for Health Education to join our Prevent Blindness team. The ideal candidate will be responsible for creating engaging and informative content that educates and inspires our target audiences towards actions that prevent blindness and preserve sight. The Manager of Health Education will play a key role in content management to increase efficacy of the information, cross-departmental engagement with the information, and increasing capacity for content development.

Position Reports To: Senior Director, Public Health

Responsibilities:

1. Content Creation:

- Develop clear, accurate, and compelling eye health education materials, including articles, blog posts, social media graphic content, fact sheets, proposal need statements, and educational guides for various target audiences, such as the general public, public health professionals, and health providers.
- Ensure content aligns with evidence-based practices, health guidelines, and the organization's mission.

2. Research:

- Stay abreast of current vision health trends, peer-reviewed research, and public health issues to inform content creation.
- Collaborate with the Prevent Blindness Scientific Committee, key stakeholders or partners, patient advocates, members of the target audience, and other subject matter experts as needed to ensure the accuracy of the content and to get any other up-to-date information.

3. Collaboration:

- Work closely with the communications and marketing team to integrate health education content into various channels, including the Prevent Blindness website, social media channels, newsletters, and educational campaigns.
- Collaborate with graphic designer to create visually appealing and accessible materials.
- Manage development of video scripts, caption services, and translation standards.

4. Audience Engagement:

- Tailor content to diverse audiences, considering cultural sensitivity, health literacy levels, and accessibility. Engage key stakeholders and experts, such as the Prevent Blindness Scientific Committee, partners, patient advocates, members of the target audience, and other subject matter experts, for guidance on cultural competency, health literacy, and accessibility.
- Implement feedback mechanisms to evaluate the impact and effectiveness of health education materials.

5. Content Management:

- Manage and create health education material through a component-based content management system.
- Organize a library of educational components and content, including all versions (pdf brochure/fact sheet/online), and infographic content. Establish a cycle and process for content development, updating, or discontinuation.

6. Community Outreach:

- Participate in community events and workshops to understand the needs of the target audience and gather insights for content development.

Qualifications:

- Bachelor's degree in health education, public health, journalism, or a related field with at least two years' experience.
- Proven experience in health education writing, preferably in a nonprofit or public health setting.
- Strong understanding of public health principles, health disparities, and social determinants of health.
- Exceptional writing and editing skills, with an ability to communicate complex health information in a clear and concise manner.
- Strong research skills.
- Ability to write in a variety of voices.
- Strong copy editing and precise attention to detail.

Preferred Knowledge/Skills:

- Familiarity with SEO best practices and content management systems.
- Excellent collaboration and interpersonal skills.
- Spanish/English dual language (preferred).

How to Apply: Interested candidates should submit a resume, cover letter, and 2-3 writing samples demonstrating their expertise in health education writing to kvaughn@preventblindness.org. Please include "Health Education Writer Application" in the subject line. Prevent Blindness is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, ethnicity, ancestry, sex, sexual orientation, gender identity, marital status, parental status, religion, national origin, age, disability, veteran status, and other status legally protected by federal, state, or local law.

Please note that we do not sponsor work visas for any positions. All applicants must be eligible to work in the United States without sponsorship.

Application Deadline: November 8, 2024